



Everyday : Democracy

Ideas & Tools for Community Change



Navigating Everyday Democracy's Communications Toolkit

Sandy Heierbacher & Rebecca Reynandez

What is Everyday Democracy?

Everyday Democracy's work helps communities move conversation into action and action into lasting positive change.

Community Engagement Spectrum



INFORM

Provide residents with info and assist in understanding problems, alternatives, and solutions.

CONSULT

Obtain public feedback on analysis, alternatives, and decisions.

INVOLVE

Work directly with residents and consistently consider their concerns and aspirations.

COLLABORATE

Partner with residents in decision-making, including in identification of solutions.

EMPOWER

Residents are making decisions and leading solution-based efforts.

*Based on the IAP2 Public Participation Spectrum, developed by the International Association for Public Participation, 2014
http://c.ymcdn.com/sites/www.iap2.org/resource/resmgr/foundations_course/IAP2_P2_Spectrum_FINAL.pdf

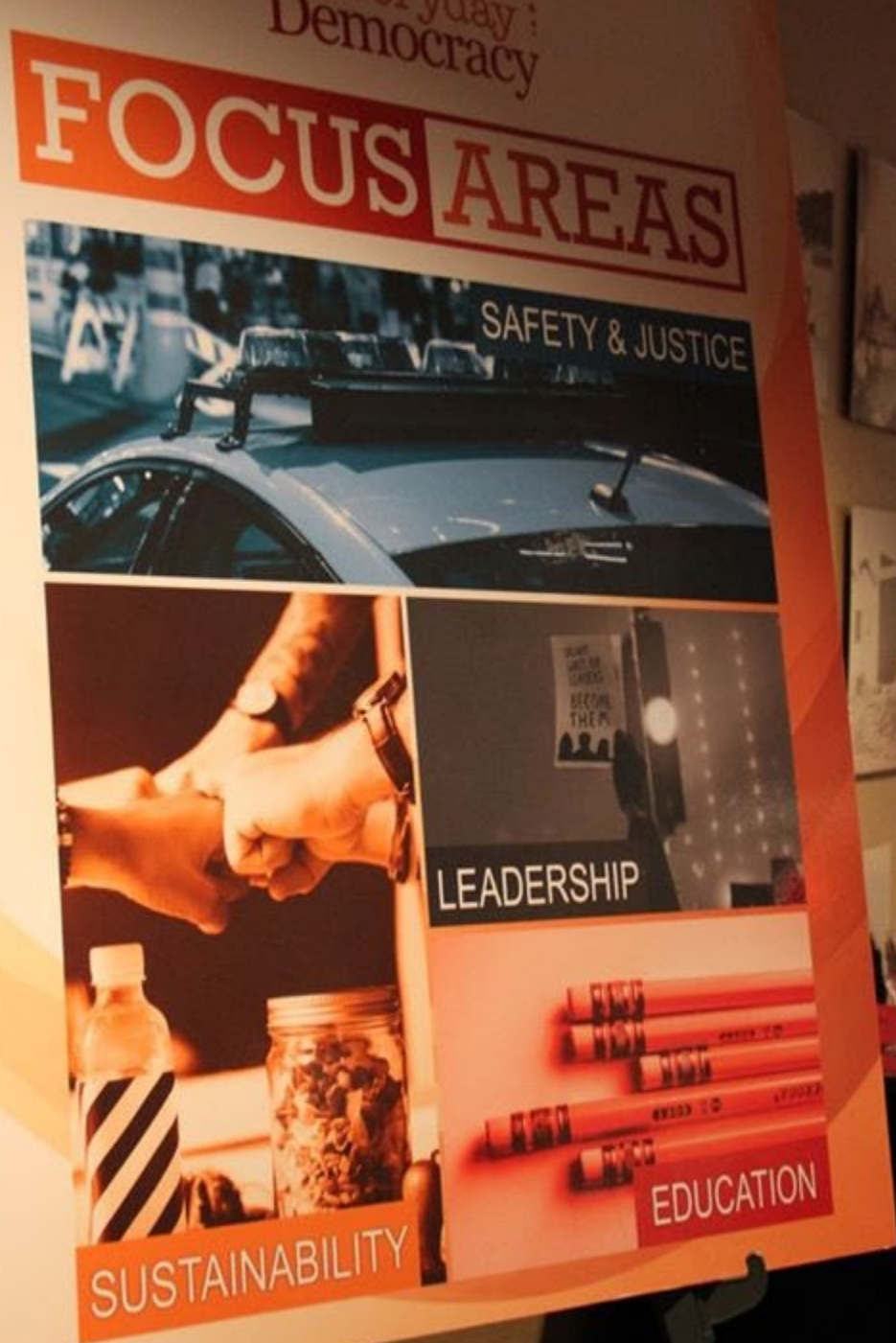
Communications is...

Capturing and sharing your story

The Value of Communications

**Recruit volunteers
and increase
attendance at events**





**Raise awareness about
the issues your
community is addressing**

**Share your wins to
keep the momentum
going**





**Make new connections
and secure funds to
implement action ideas**

**Connect evaluation data
to stories**



EvDem's Communications Toolkit



- Capturing your community's story
- Building a visual library
- Creating a video story
- Social media best practices
- Raising visibility with earned media
- Templates and examples throughout

Capturing your community's story

Part 1: Introduction

What does your audience need to know about the context of your story?

- Location
- Date
- People involved
- What the conflict is and why it's important

Part 2: Response to the conflict

Show how the problem or conflict is affecting people.

- How the problem is affecting your community
- Who it's affecting, specifically
- Obstacles that are standing in the way
- Relate a personal story to the bigger picture

Part 3: Resolution

Show how life is different because of your efforts

- What has been done to overcome the conflict
- What people's lives are like now
- What we can do to continue to make progress

How to share your story

- On your website
- Newsletters
- Blog posts
- Photo series with captions
- Videos and slideshows
- Social media posts
- Fundraising materials
- Press releases
- Podcast or radio interviews
- Local news stations

Creating a visual library

What to include in your visual library

- Photos of your community
- Portraits of key people in your stories
- Before and after photos
- Photos from events and trainings
- Behind-the-scenes photos in your office or planning sessions
- Logos of your partners
- Stock photos you use in your flyers and other materials







Creating video stories

Equipment





**Interviews/
Narration**

+

B-roll

The final step: Editing

- Take advantage of free video software on your phone or computer
- Invest in inexpensive tools to create videos and slideshows
- Hire someone else to take on the editing

Social Media

Important things to consider

- The platform is free, but it requires a time commitment
- Being on social media is not required!
- Facebook is the best place to start
- Commit to posting at least once a week
- Promote your page everywhere!
- A Facebook page can be used in place of a website

Page

vs.

Group

- Always public
- Virtual bulletin board
- Option to put ad spend behind posts to get more visibility

- Can be private/invite only
- Good for collaboration among members
- May require moderators

What to post on social media

- Behind-the-scenes photos
- Flyers
- Resources
- Notices about upcoming events
- Photos from recent events
- News articles related to the issue you're addressing
- Profiles or quotes from people in your community



Earned media

When to connect with earned media



1. To announce your program
2. To generate news coverage for events
3. To promote coverage of results

Proactive PR Strategies

- Press release and media advisory
- Public Service Announcements
- Opinion pages
- Media talk shows

Reactive Media Responses

- Agree on a response to divisive questions
- Prepare talking points
- Respond quickly
- Weave key messages into every response during an interview

Templates and examples

PART OF CH

...a facilitator for dialogues to build a str
dialogue group of 8-12 people will meet once a week
or plays a crucial role in these dialogues to make sure
heard and to capture ideas from the group

The "Our Town, Our Voices, Our Solutions" program is designed to involve people from all walks of life working on ways to strengthen the community.

Saturday, November 8
from 9am-5pm

1234 Main St.,
Anytown, CT 55555

For questions or to register, contact
Maria at 555-555-5555 or
maria@emailaddress.com

This is a free training where you will learn valuable
difference in your community. Lunch and snacks

JOIN US FOR KICK-OFF AND BE PART OF THE CHANGE

We all want our community to thrive. The "Our Town, Our Voices, Our Solutions" program is designed to involve people from all walks of life working on ways to strengthen our community. Join the start of this new program, and make your voice heard and to capture ideas from the group.

This is a free, family-friendly event with live music, painting and prizes. Teenagers and adults are all invited to participate in a 30-minute sample dialogue to experience working on ways to strengthen the community. Childcare and language interpretation will be provided during the event.

SATURDAY, NOVEMBER 8

LOCATION: 1234 Main St.
QUESTIONS? Contact Maria at 555-555-5555
PARTNERS AND SPONSORS: Anytown Public Library, Tom's Sandwich Shop, Anytown Bank, The Family Grocery Store

LET'S BUILD A COMMUNITY WHERE EVERYONE CAN MAKE A DIFFERENCE

BE PART OF CHANGE

Join the conversation and take action to make this a reality.

This is your chance to join others in productive dialogue that will generate immediate action to make our community a place where everyone can succeed.

Your viewpoint is critical!

Join others in conversations and share ideas on how to make our community thrive.

SATURDAY | NOVEMBER 8

Free event | Lunch will be served | Interpretation available

1234 Main St.

For questions or to register, contact Maria at 555-555-5555

VOICE YOUR OPINION

About this Important Issue

Community dialogue circles on our changing community

- Free event
- Lunch will be served
- Childcare and Spanish and sign language interpretation provided

Saturday, November 8
from 12-2pm

1234 Main St., Anytown, CT 55555
For questions or to register,
contact Maria at 555-555-5555 or email:
maria@emailaddress.com



We want to hear



Your opinion

WE NEED YOU

To help shape the future of our community

WHAT IT IS: Community dialogues will be held where participants will be divided into groups of 8-12 people. At least one trained facilitator. After the dialogues, the community will have a forum to share ideas and develop a plan of action.

WHO IS INVITED: Everyone who wants to voice their opinion and help shape the future of our community.

WHAT TO BRING: Your unique perspective and life experiences. Please bring what others have heard and to capture ideas from the group.

WHEN: Once a week for the first four weeks of the program. There are three options of when to attend:
Tuesdays, 6-8pm | Thursdays, 10am-12pm | Saturdays, 10am-12pm

DETAILS: These are free events. Refreshments will be served. Childcare and Spanish and sign language interpretation provided. Please let Maria know when you register if you will need childcare or interpretation services.

WHERE: 1234 Main St., Anytown, CT 55555



Anytown Public Library, Tom's Sandwich Shop

TURN YOUR IDEAS INTO ACTION!

Join Us!

Attend An Action Forum To Share Ideas
Plans To Move Toward Change

- Community dialogue circles on building projects
- Free event
- Lunch will be served
- Childcare and Spanish and sign language interpretation available

Saturday, November 8 from 12-2pm

1234 Main St., Anytown, CT 55555
For questions or to register, contact Maria at 555-555-5555 or maria@emailaddress.com

Everyday
Democracy

Ideas & Tools for Community Change

Thank You

Visit www.everyday-democracy.org
for more resources!